



## **THE GILMAN BROTHERS COMPANY**

*Gilman Road, Gilman CT, 06336 USA*

*800-852-4220*

*860-889-8444*

*Fax 860-889-5226*

[www.gilmanbrothers.com](http://www.gilmanbrothers.com)

### **FOR IMMEDIATE RELEASE**

## **Gilman Brothers and Zünd Take to the Road with “Unplugged” N. American Road Tour**

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The Gilman Brothers Company is once again reinventing the way business is done by taking their innovative foamboard, unique plastics, corrugate line of products and 24/7 services on the road this spring with an unprecedented, 13-stop, four month “Un-Plugged N. American Tour” which will cover over 12,000 miles and culminate in over 100 hours of customer engagement. In a bold move to network with industry partners outside the walls of the traditional trade show format, the company will be setting up in the parking lots of Marriott hotels, with a weather contingency plan to move the show indoors to a large conference room. The tour stops, which will also feature digital cutting innovation from Zünd’s swiss cutting systems, kick off the week of April 12th in Bloomington, MN, and also cover Milwaukee, WI (held at Zünd America’s headquarters), and Chicago, IL, during the same week. The tour will then continue for the next several months across North America.

“Team Gilman is hungry to get out and drive the message via in-person meetings. People are ready to meet, get away from the computer screen, network, discuss new growth opportunities and re-connect,” says Bill VanHorn, Director of Sales. “This massive initiative will have its challenges and require a tremendous amount of coordination, yet that is where we thrive. Our mindset is to keep it simple, take the message to the streets, follow CDC guidelines, and while we’re at it, have some fun. We have a few surprises planned along the way, so follow social media as we hit the road and drive value to all attending.”

The Zünd demonstrations will give attendees an opportunity to discover and discuss the latest Zünd digital cutting solutions and how easily they can be adapted to manufacturers’ specific cutting and automated production needs.

“When we heard about the tour Gilman was putting together, we wanted to be part of this unique initiative,” says Chris Nicholson, Customer Experience Director at Zünd America, Inc. “It’s a great way for us to engage and network with core as well as new customers and contribute to the overall theme of growth via innovation.”

“We are fortunate to be involved with such a diverse group of industries and markets,” says VanHorn. “Companies attending will range from various government agencies, retailers, fabricators, and printers to health care, school districts and various distribution channels.”

Admission to the event is free, however visitors are asked to RSVP to ensure social distancing and local CDC guidelines are followed for the safety of all participants. Registration links to the RSVP-only events can be found at [gilmanbrothers.com](http://gilmanbrothers.com).

Zünd is an independent, family-owned company whose modular cutting systems are highly sought-after solutions for processing a wide variety of materials. For additional information about Zünd, visit the company’s website at [www.zund.com](http://www.zund.com), email [infous@zund.com](mailto:infous@zund.com), or call 414-433-0700.

For additional information on any Gilman Brothers products, visit our website at [www.gilmanbrothers.com](http://www.gilmanbrothers.com), email [sales@gilmanbrothers.com](mailto:sales@gilmanbrothers.com) or call us during regular EST business hours at 860-889-8444 USA or the new 24/7 hotline, 860-884-2077.